



Pine City, Minnesota
330 Main Street S., Pine City, MN 55063
Ring: 15 miles radius

Latitude: 45.826304
Longitude: -92.970402

Summary Demographics

2010 Population	25,936
2010 Households	10,015
2010 Median Disposable Income	\$38,770
2010 Per Capita Income	\$22,129

Industry Summary

	Demand (Retail Potential)	Supply (Retail Sales)	Retail Gap	Leakage/Surplus Factor	Number of Businesses
Total Retail Trade and Food & Drink (NAICS 44-45, 722)	\$227,103,164	\$234,478,625	\$-7,375,461	-1.6	232
Total Retail Trade (NAICS 44-45)	\$197,156,656	\$210,195,522	\$-13,038,866	-3.2	170
Total Food & Drink (NAICS 722)	\$29,946,508	\$24,283,103	\$5,663,405	10.4	62

Industry Group	Demand (Retail Potential)	Supply (Retail Sales)	Retail Gap	Leakage/Surplus Factor	Number of Businesses
Motor Vehicle & Parts Dealers (NAICS 441)	\$47,270,234	\$67,515,259	\$-20,245,025	-17.6	28
Automobile Dealers (NAICS 4411)	\$40,623,760	\$23,270,111	\$17,353,649	27.2	10
Other Motor Vehicle Dealers (NAICS 4412)	\$4,728,251	\$42,315,586	\$-37,587,335	-79.9	10
Auto Parts, Accessories, and Tire Stores (NAICS 4413)	\$1,918,223	\$1,929,562	\$-11,339	-0.3	8
Furniture & Home Furnishings Stores (NAICS 442)	\$5,030,088	\$1,387,090	\$3,642,998	56.8	5
Furniture Stores (NAICS 4421)	\$3,092,762	\$0	\$3,092,762	100.0	0
Home Furnishings Stores (NAICS 4422)	\$1,937,326	\$1,387,090	\$550,236	16.6	5
Electronics & Appliance Stores (NAICS 443/NAICS 4431)	\$4,095,118	\$1,031,921	\$3,063,197	59.7	5
Bldg Materials, Garden Equip. & Supply Stores (NAICS 444)	\$6,985,874	\$5,493,434	\$1,492,440	12.0	29
Building Material and Supplies Dealers (NAICS 4441)	\$6,143,367	\$5,280,242	\$863,125	7.6	28
Lawn and Garden Equipment and Supplies Stores (NAICS 4442)	\$842,507	\$213,192	\$629,315	59.6	1
Food & Beverage Stores (NAICS 445)	\$33,723,118	\$30,446,603	\$3,276,515	5.1	16
Grocery Stores (NAICS 4451)	\$30,536,854	\$25,989,612	\$4,547,242	8.0	8
Specialty Food Stores (NAICS 4452)	\$331,017	\$54,821	\$276,196	71.6	1
Beer, Wine, and Liquor Stores (NAICS 4453)	\$2,855,247	\$4,402,170	\$-1,546,923	-21.3	7
Health & Personal Care Stores (NAICS 446/NAICS 4461)	\$3,836,272	\$1,859,144	\$1,977,128	34.7	7
Gasoline Stations (NAICS 447/4471)	\$39,152,338	\$75,569,350	\$-36,417,012	-31.7	18
Clothing and Clothing Accessories Stores (NAICS 448)	\$4,891,504	\$329,666	\$4,561,838	87.4	4
Clothing Stores (NAICS 4481)	\$4,016,507	\$329,666	\$3,686,841	84.8	4
Shoe Stores (NAICS 4482)	\$400,508	\$0	\$400,508	100.0	0
Jewelry, Luggage, and Leather Goods Stores (NAICS 4483)	\$474,489	\$0	\$474,489	100.0	0
Sporting Goods, Hobby, Book, and Music Stores (NAICS 451)	\$1,902,347	\$1,832,212	\$70,135	1.9	13
Sporting Goods/Hobby/Musical Instrument Stores (NAICS 4511)	\$947,771	\$1,542,059	\$-594,288	-23.9	11
Book, Periodical, and Music Stores (NAICS 4512)	\$954,576	\$290,153	\$664,423	53.4	2

Data Note: Supply (retail sales) estimates sales to consumers by establishments. Sales to businesses are excluded. Demand (retail potential) estimates the expected amount spent by consumers at retail establishments. Supply and demand estimates are in current dollars. The Leakage/Surplus Factor presents a snapshot of retail opportunity. This is a measure of the relationship between supply and demand that ranges from +100 (total leakage) to -100 (total surplus). A positive value represents 'leakage' of retail opportunity outside the trade area. A negative value represents a surplus of retail sales, a market where customers are drawn in from outside the trade area. The Retail Gap represents the difference between Retail Potential and Retail Sales. ESRI uses the North American Industry Classification System (NAICS) to classify businesses by their primary type of economic activity. Retail establishments are classified into 27 industry groups in the Retail Trade sector, as well as four industry groups within the Food Services & Drinking Establishments subsector.

Source: ESRI and Infogroup

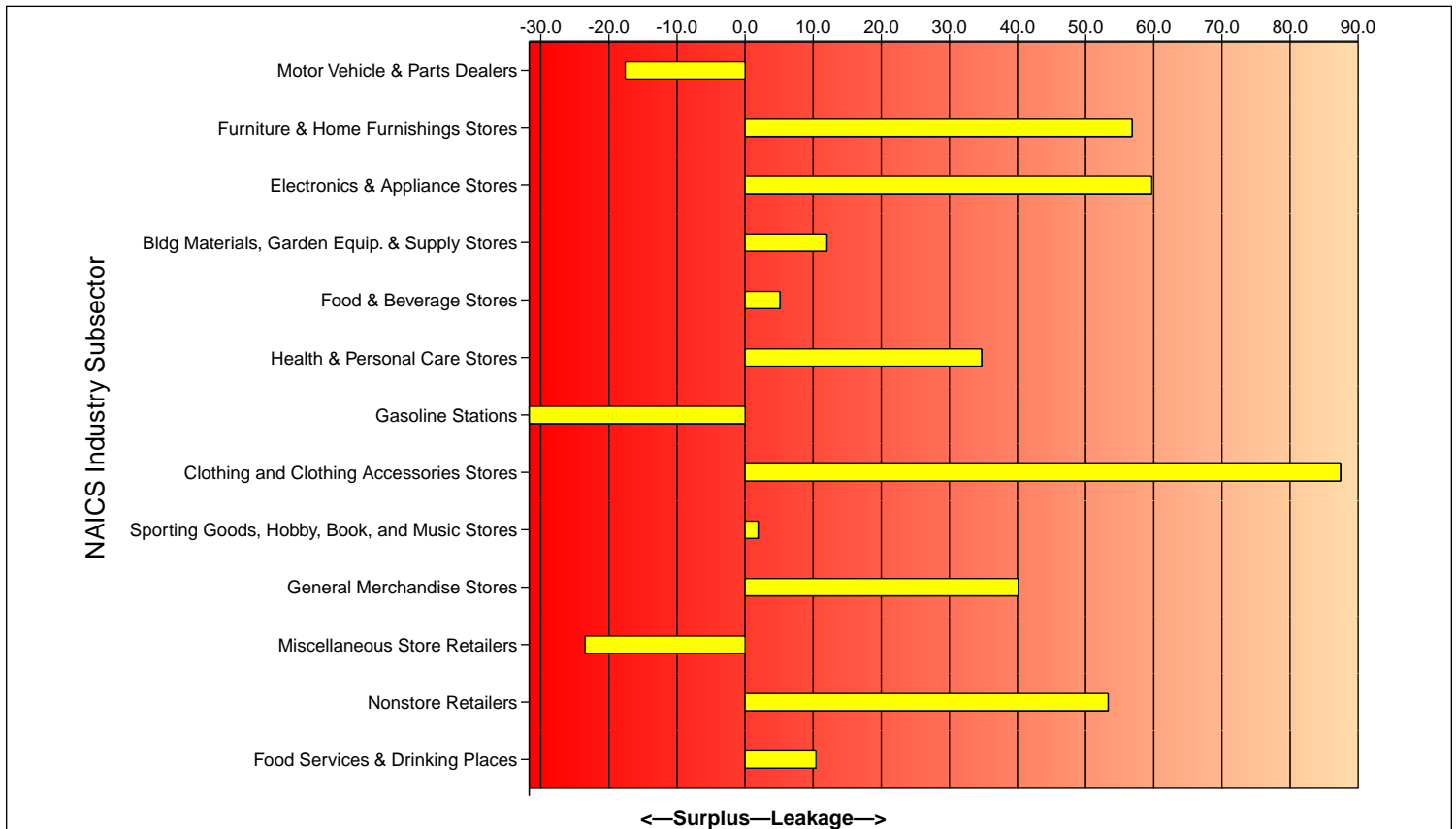


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Industry Group	Demand (Retail Potential)	Supply (Retail Sales)	Retail Gap	Leakage/Surplus Factor	Number of Businesses
General Merchandise Stores (NAICS 452)	\$37,936,731	\$16,225,557	\$21,711,174	40.1	6
Department Stores Excluding Leased Depts.(NAICS 4521)	\$15,061,603	\$3,497,935	\$11,563,668	62.3	1
Other General Merchandise Stores (NAICS 4529)	\$22,875,128	\$12,727,622	\$10,147,506	28.5	5
Miscellaneous Store Retailers (NAICS 453)	\$3,621,933	\$5,850,213	\$-2,228,280	-23.5	37
Florists (NAICS 4531)	\$450,571	\$555,743	\$-105,172	-10.5	7
Office Supplies, Stationery, and Gift Stores (NAICS 4532)	\$432,476	\$437,263	\$-4,787	-0.6	10
Used Merchandise Stores (NAICS 4533)	\$451,641	\$1,833,268	\$-1,381,627	-60.5	9
Other Miscellaneous Store Retailers (NAICS 4539)	\$2,287,245	\$3,023,939	\$-736,694	-13.9	11
Nonstore Retailers (NAICS 454)	\$8,711,099	\$2,655,073	\$6,056,026	53.3	2
Electronic Shopping and Mail-Order Houses (NAICS 4541)	\$7,930,031	\$2,553,321	\$5,376,710	51.3	1
Vending Machine Operators (NAICS 4542)	\$291,750	\$0	\$291,750	100.0	0
Direct Selling Establishments (NAICS 4543)	\$489,318	\$101,752	\$387,566	65.6	1
Food Services & Drinking Places (NAICS 722)	\$29,946,508	\$24,283,103	\$5,663,405	10.4	62
Full-Service Restaurants (NAICS 7221)	\$14,013,530	\$10,488,676	\$3,524,854	14.4	31
Limited-Service Eating Places (NAICS 7222)	\$14,118,504	\$10,841,073	\$3,277,431	13.1	19
Special Food Services (NAICS 7223)	\$347,808	\$810,239	\$-462,431	-39.9	3
Drinking Places - Alcoholic Beverages (NAICS 7224)	\$1,466,666	\$2,143,115	\$-676,449	-18.7	9

Leakage/Surplus Factor by Industry Subsector

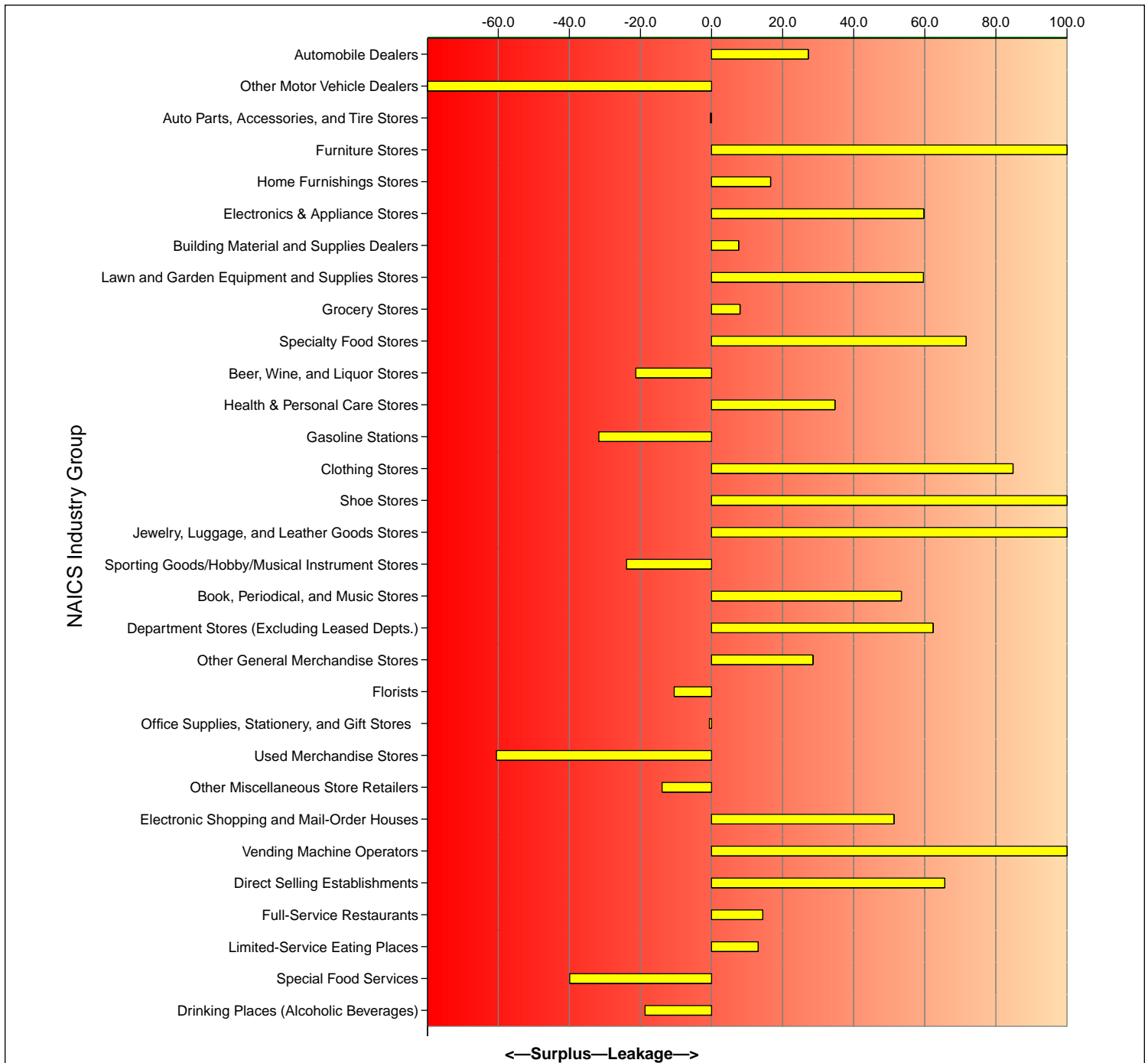


Source: ESRI and Infogroup

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Leakage/Surplus Factor by Industry Group



Source: ESRI and Infogroup



Pine City, Minnesota
330 Main Street S., Pine City, MN 55063
Ring: 30 miles radius

Latitude: 45.826304
Longitude: -92.970402

Summary Demographics

2010 Population	122,804
2010 Households	46,221
2010 Median Disposable Income	\$41,752
2010 Per Capita Income	\$23,361

Industry Summary

	Demand (Retail Potential)	Supply (Retail Sales)	Retail Gap	Leakage/Surplus Factor	Number of Businesses
Total Retail Trade and Food & Drink (NAICS 44-45, 722)	\$1,137,985,521	\$953,444,243	\$184,541,278	8.8	871
Total Retail Trade (NAICS 44-45)	\$991,885,377	\$867,284,006	\$124,601,371	6.7	642
Total Food & Drink (NAICS 722)	\$146,100,144	\$86,160,237	\$59,939,907	25.8	229

Industry Group	Demand (Retail Potential)	Supply (Retail Sales)	Retail Gap	Leakage/Surplus Factor	Number of Businesses
Motor Vehicle & Parts Dealers (NAICS 441)	\$241,617,713	\$229,979,432	\$11,638,281	2.5	103
Automobile Dealers (NAICS 4411)	\$206,172,770	\$150,884,752	\$55,288,018	15.5	45
Other Motor Vehicle Dealers (NAICS 4412)	\$23,789,128	\$68,213,368	\$-44,424,240	-48.3	33
Auto Parts, Accessories, and Tire Stores (NAICS 4413)	\$11,655,815	\$10,881,312	\$774,503	3.4	25
Furniture & Home Furnishings Stores (NAICS 442)	\$27,747,700	\$33,338,010	\$-5,590,310	-9.2	35
Furniture Stores (NAICS 4421)	\$16,448,938	\$24,573,328	\$-8,124,390	-19.8	13
Home Furnishings Stores (NAICS 4422)	\$11,298,762	\$8,764,682	\$2,534,080	12.6	22
Electronics & Appliance Stores (NAICS 443/NAICS 4431)	\$21,001,753	\$9,430,823	\$11,570,930	38.0	27
Bldg Materials, Garden Equip. & Supply Stores (NAICS 444)	\$40,273,647	\$57,369,130	\$-17,095,483	-17.5	96
Building Material and Supplies Dealers (NAICS 4441)	\$34,169,121	\$49,138,724	\$-14,969,603	-18.0	78
Lawn and Garden Equipment and Supplies Stores (NAICS 4442)	\$6,104,526	\$8,230,406	\$-2,125,880	-14.8	18
Food & Beverage Stores (NAICS 445)	\$193,000,043	\$137,566,631	\$55,433,412	16.8	66
Grocery Stores (NAICS 4451)	\$176,841,590	\$121,760,674	\$55,080,916	18.4	31
Specialty Food Stores (NAICS 4452)	\$2,007,930	\$2,197,901	\$-189,971	-4.5	16
Beer, Wine, and Liquor Stores (NAICS 4453)	\$14,150,523	\$13,608,056	\$542,467	2.0	19
Health & Personal Care Stores (NAICS 446/NAICS 4461)	\$27,491,393	\$17,025,428	\$10,465,965	23.5	38
Gasoline Stations (NAICS 447/4471)	\$191,044,864	\$228,916,724	\$-37,871,860	-9.0	49
Clothing and Clothing Accessories Stores (NAICS 448)	\$27,395,322	\$11,099,231	\$16,296,091	42.3	31
Clothing Stores (NAICS 4481)	\$21,785,548	\$7,694,996	\$14,090,552	47.8	21
Shoe Stores (NAICS 4482)	\$2,680,991	\$2,050,290	\$630,701	13.3	5
Jewelry, Luggage, and Leather Goods Stores (NAICS 4483)	\$2,928,783	\$1,353,945	\$1,574,838	36.8	5
Sporting Goods, Hobby, Book, and Music Stores (NAICS 451)	\$11,197,566	\$6,694,571	\$4,502,995	25.2	47
Sporting Goods/Hobby/Musical Instrument Stores (NAICS 4511)	\$5,154,235	\$5,162,264	\$-8,029	-0.1	40
Book, Periodical, and Music Stores (NAICS 4512)	\$6,043,331	\$1,532,307	\$4,511,024	59.5	7

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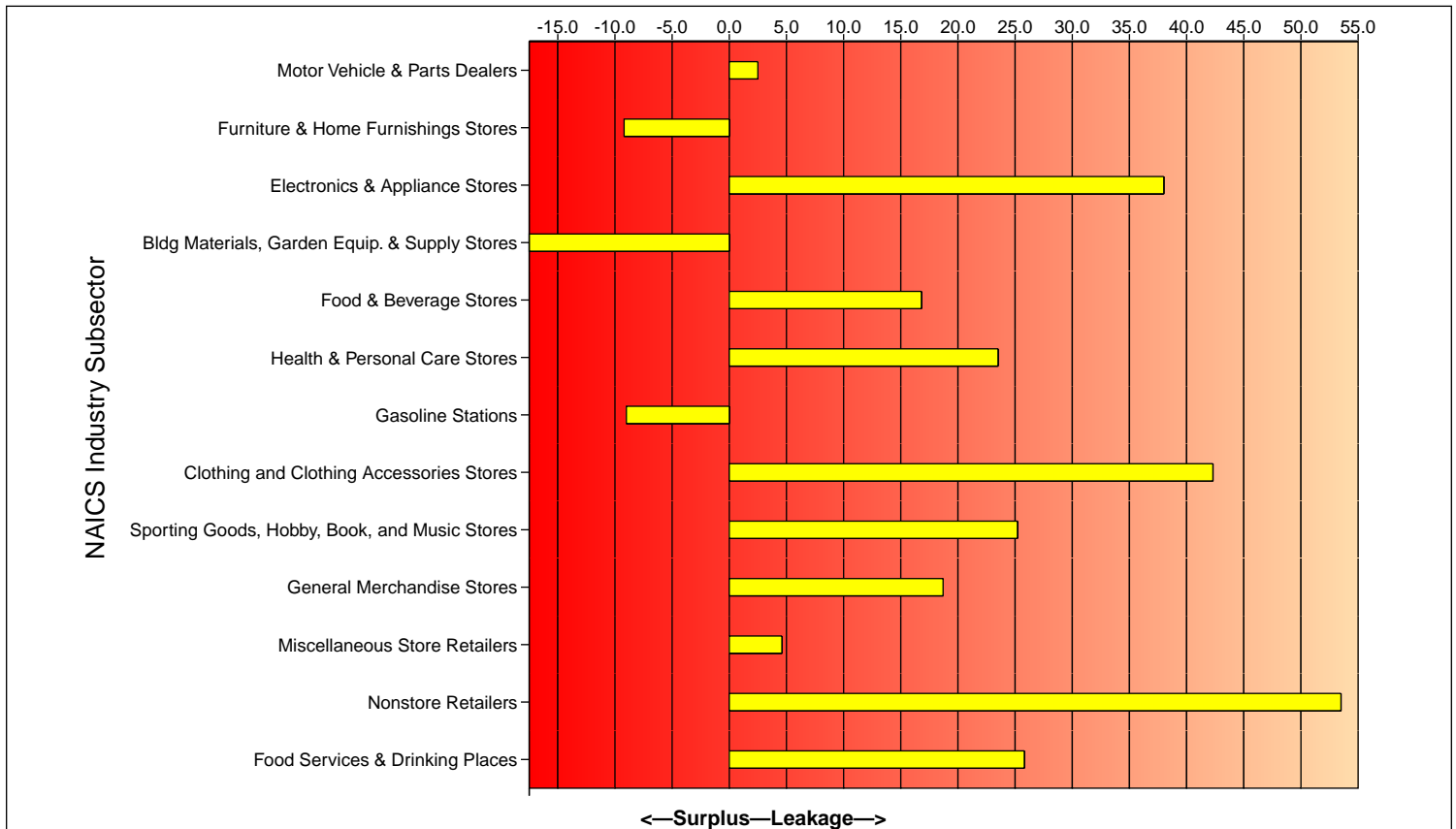


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Industry Group	Demand (Retail Potential)	Supply (Retail Sales)	Retail Gap	Leakage/Surplus Factor	Number of Businesses
General Merchandise Stores (NAICS 452)	\$159,685,192	\$109,440,144	\$50,245,048	18.7	25
Department Stores Excluding Leased Depts. (NAICS 4521)	\$91,426,009	\$65,094,626	\$26,331,383	16.8	8
Other General Merchandise Stores (NAICS 4529)	\$68,259,183	\$44,345,518	\$23,913,665	21.2	17
Miscellaneous Store Retailers (NAICS 453)	\$17,763,672	\$16,211,933	\$1,551,739	4.6	116
Florists (NAICS 4531)	\$2,355,587	\$2,521,662	\$-166,075	-3.4	21
Office Supplies, Stationery, and Gift Stores (NAICS 4532)	\$2,371,085	\$2,693,603	\$-322,518	-6.4	30
Used Merchandise Stores (NAICS 4533)	\$1,486,411	\$2,418,535	\$-932,124	-23.9	26
Other Miscellaneous Store Retailers (NAICS 4539)	\$11,550,589	\$8,578,133	\$2,972,456	14.8	39
Nonstore Retailers (NAICS 454)	\$33,666,512	\$10,211,949	\$23,454,563	53.5	9
Electronic Shopping and Mail-Order Houses (NAICS 4541)	\$29,750,245	\$5,957,239	\$23,793,006	66.6	4
Vending Machine Operators (NAICS 4542)	\$1,225,092	\$429,797	\$795,295	48.1	1
Direct Selling Establishments (NAICS 4543)	\$2,691,175	\$3,824,913	\$-1,133,738	-17.4	4
Food Services & Drinking Places (NAICS 722)	\$146,100,144	\$86,160,237	\$59,939,907	25.8	229
Full-Service Restaurants (NAICS 7221)	\$53,923,260	\$35,077,206	\$18,846,054	21.2	118
Limited-Service Eating Places (NAICS 7222)	\$78,461,143	\$33,546,148	\$44,914,995	40.1	57
Special Food Services (NAICS 7223)	\$3,470,470	\$8,566,172	\$-5,095,702	-42.3	10
Drinking Places - Alcoholic Beverages (NAICS 7224)	\$10,245,271	\$8,970,711	\$1,274,560	6.6	44

Leakage/Surplus Factor by Industry Subsector

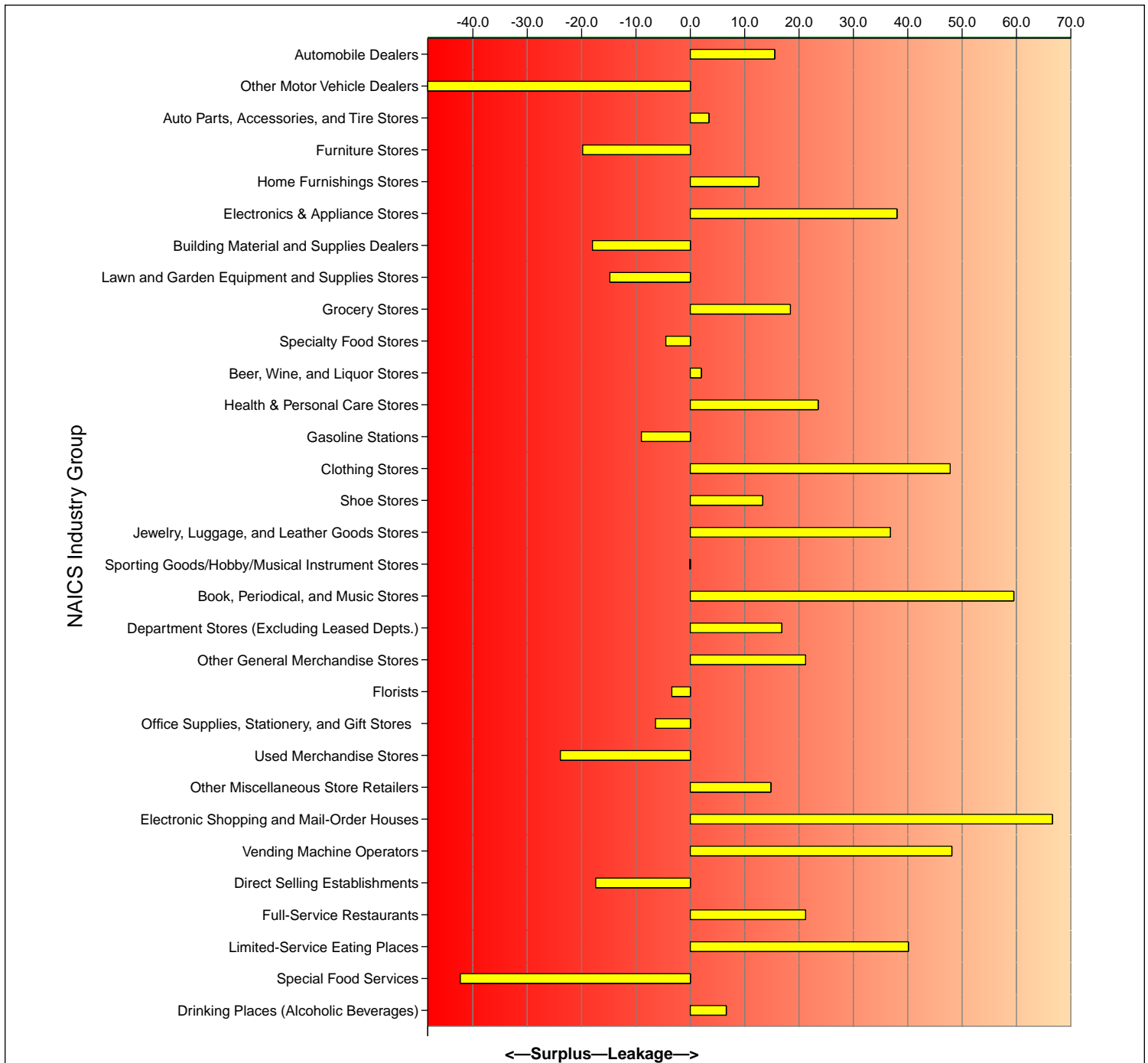


Source: ESRI and Infogroup

Pine City, Minnesota
 330 Main Street S., Pine City, MN 55063
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Leakage/Surplus Factor by Industry Group



Source: ESRI and Infogroup



Pine City, Minnesota
330 Main Street S., Pine City, MN 55063
Ring: 60 miles radius

Latitude: 45.826304
Longitude: -92.970402

Summary Demographics

2010 Population	1,704,135
2010 Households	643,933
2010 Median Disposable Income	\$52,111
2010 Per Capita Income	\$30,473

Industry Summary

	Demand (Retail Potential)	Supply (Retail Sales)	Retail Gap	Leakage/Surplus Factor	Number of Businesses
Total Retail Trade and Food & Drink (NAICS 44-45, 722)	\$19,966,424,226	\$18,810,111,856	\$1,156,312,370	3.0	11,108
Total Retail Trade (NAICS 44-45)	\$17,072,030,318	\$16,371,209,410	\$700,820,908	2.1	8,268
Total Food & Drink (NAICS 722)	\$2,894,393,908	\$2,438,902,446	\$455,491,462	8.5	2,840

Industry Group	Demand (Retail Potential)	Supply (Retail Sales)	Retail Gap	Leakage/Surplus Factor	Number of Businesses
Motor Vehicle & Parts Dealers (NAICS 441)	\$4,219,995,492	\$3,783,195,149	\$436,800,343	5.5	993
Automobile Dealers (NAICS 4411)	\$3,666,437,805	\$3,040,531,744	\$625,906,061	9.3	381
Other Motor Vehicle Dealers (NAICS 4412)	\$331,949,967	\$507,300,973	\$-175,351,006	-20.9	255
Auto Parts, Accessories, and Tire Stores (NAICS 4413)	\$221,607,720	\$235,362,432	\$-13,754,712	-3.0	357
Furniture & Home Furnishings Stores (NAICS 442)	\$608,335,017	\$554,501,598	\$53,833,419	4.6	485
Furniture Stores (NAICS 4421)	\$398,671,178	\$307,804,411	\$90,866,767	12.9	165
Home Furnishings Stores (NAICS 4422)	\$209,663,839	\$246,697,187	\$-37,033,348	-8.1	320
Electronics & Appliance Stores (NAICS 443/NAICS 4431)	\$530,301,484	\$591,889,294	\$-61,587,810	-5.5	526
Bldg Materials, Garden Equip. & Supply Stores (NAICS 444)	\$782,584,481	\$1,032,818,096	\$-250,233,615	-13.8	988
Building Material and Supplies Dealers (NAICS 4441)	\$653,403,915	\$904,512,428	\$-251,108,513	-16.1	770
Lawn and Garden Equipment and Supplies Stores (NAICS 4442)	\$129,180,566	\$128,305,668	\$874,898	0.3	218
Food & Beverage Stores (NAICS 445)	\$3,233,043,490	\$3,101,493,781	\$131,549,709	2.1	912
Grocery Stores (NAICS 4451)	\$2,900,171,432	\$2,815,390,978	\$84,780,454	1.5	428
Specialty Food Stores (NAICS 4452)	\$75,471,526	\$39,729,517	\$35,742,009	31.0	183
Beer, Wine, and Liquor Stores (NAICS 4453)	\$257,400,532	\$246,373,286	\$11,027,246	2.2	301
Health & Personal Care Stores (NAICS 446/NAICS 4461)	\$541,142,288	\$434,876,274	\$106,266,014	10.9	591
Gasoline Stations (NAICS 447/4471)	\$2,860,409,399	\$2,977,740,915	\$-117,331,516	-2.0	563
Clothing and Clothing Accessories Stores (NAICS 448)	\$608,520,850	\$453,488,957	\$155,031,893	14.6	817
Clothing Stores (NAICS 4481)	\$475,358,237	\$359,820,608	\$115,537,629	13.8	577
Shoe Stores (NAICS 4482)	\$55,205,555	\$38,195,233	\$17,010,322	18.2	104
Jewelry, Luggage, and Leather Goods Stores (NAICS 4483)	\$77,957,058	\$55,473,116	\$22,483,942	16.9	136
Sporting Goods, Hobby, Book, and Music Stores (NAICS 451)	\$231,784,849	\$248,447,534	\$-16,662,685	-3.5	679
Sporting Goods/Hobby/Musical Instrument Stores (NAICS 4511)	\$129,094,199	\$177,038,423	\$-47,944,224	-15.7	566
Book, Periodical, and Music Stores (NAICS 4512)	\$102,690,650	\$71,409,111	\$31,281,539	18.0	113

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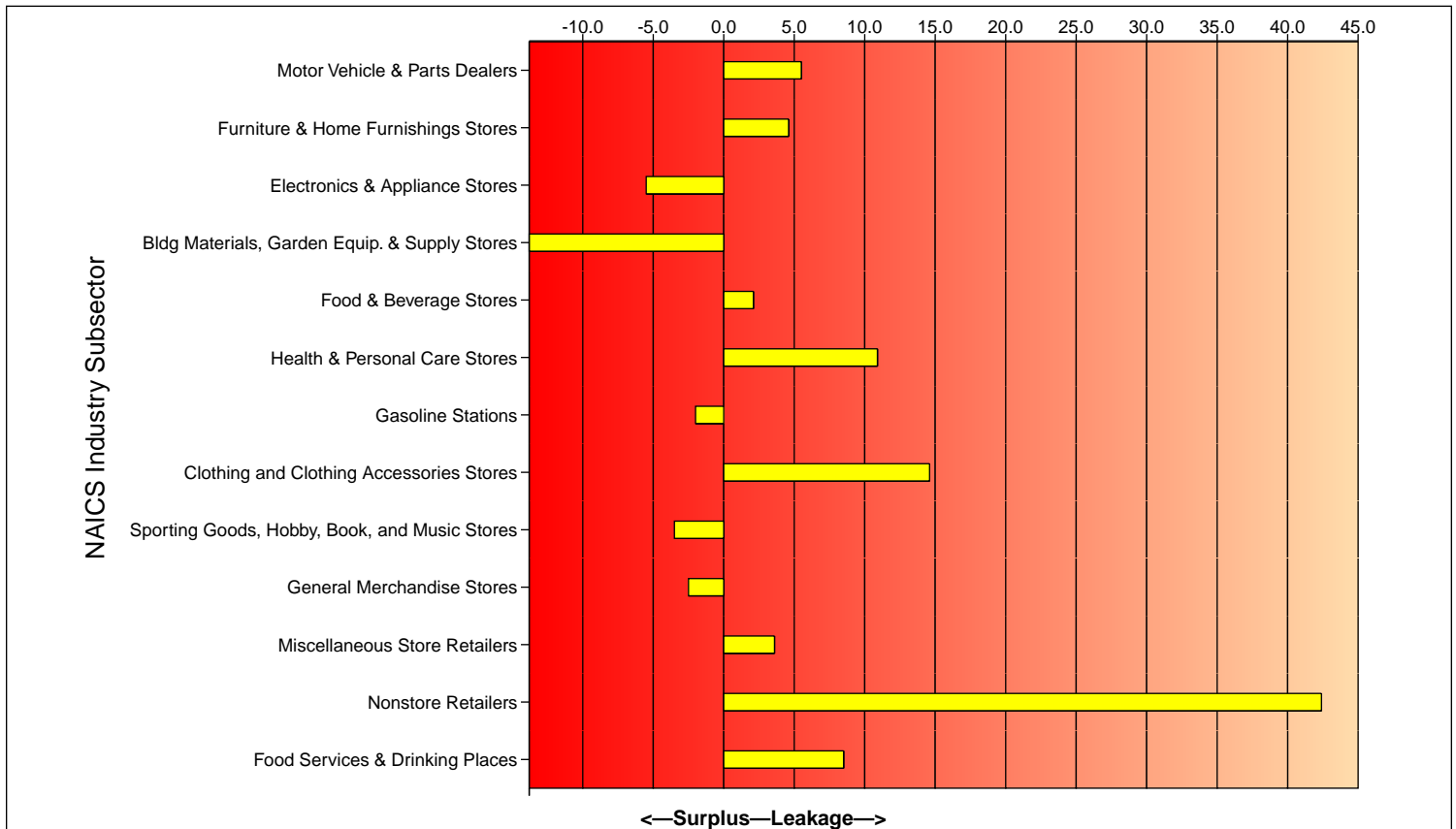


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Industry Group	Demand (Retail Potential)	Supply (Retail Sales)	Retail Gap	Leakage/Surplus Factor	Number of Businesses
General Merchandise Stores (NAICS 452)	\$2,508,959,846	\$2,637,446,817	\$-128,486,971	-2.5	308
Department Stores Excluding Leased Depts. (NAICS 4521)	\$1,606,005,352	\$1,272,982,724	\$333,022,628	11.6	147
Other General Merchandise Stores (NAICS 4529)	\$902,954,494	\$1,364,464,093	\$-461,509,599	-20.4	161
Miscellaneous Store Retailers (NAICS 453)	\$326,600,609	\$304,188,150	\$22,412,459	3.6	1,303
Florists (NAICS 4531)	\$38,103,283	\$57,050,929	\$-18,947,646	-19.9	233
Office Supplies, Stationery, and Gift Stores (NAICS 4532)	\$59,445,379	\$82,735,414	\$-23,290,035	-16.4	344
Used Merchandise Stores (NAICS 4533)	\$19,543,245	\$25,101,177	\$-5,557,932	-12.4	219
Other Miscellaneous Store Retailers (NAICS 4539)	\$209,508,702	\$139,300,630	\$70,208,072	20.1	507
Nonstore Retailers (NAICS 454)	\$620,352,513	\$251,122,845	\$369,229,668	42.4	103
Electronic Shopping and Mail-Order Houses (NAICS 4541)	\$453,523,376	\$95,129,114	\$358,394,262	65.3	25
Vending Machine Operators (NAICS 4542)	\$72,327,395	\$16,729,101	\$55,598,294	62.4	38
Direct Selling Establishments (NAICS 4543)	\$94,501,742	\$139,264,630	\$-44,762,888	-19.1	40
Food Services & Drinking Places (NAICS 722)	\$2,894,393,908	\$2,438,902,446	\$455,491,462	8.5	2,840
Full-Service Restaurants (NAICS 7221)	\$1,359,428,059	\$946,142,165	\$413,285,894	17.9	1,440
Limited-Service Eating Places (NAICS 7222)	\$1,195,856,378	\$1,062,401,528	\$133,454,850	5.9	892
Special Food Services (NAICS 7223)	\$229,552,800	\$236,129,246	\$-6,576,446	-1.4	150
Drinking Places - Alcoholic Beverages (NAICS 7224)	\$109,556,671	\$194,229,507	\$-84,672,836	-27.9	358

Leakage/Surplus Factor by Industry Subsector

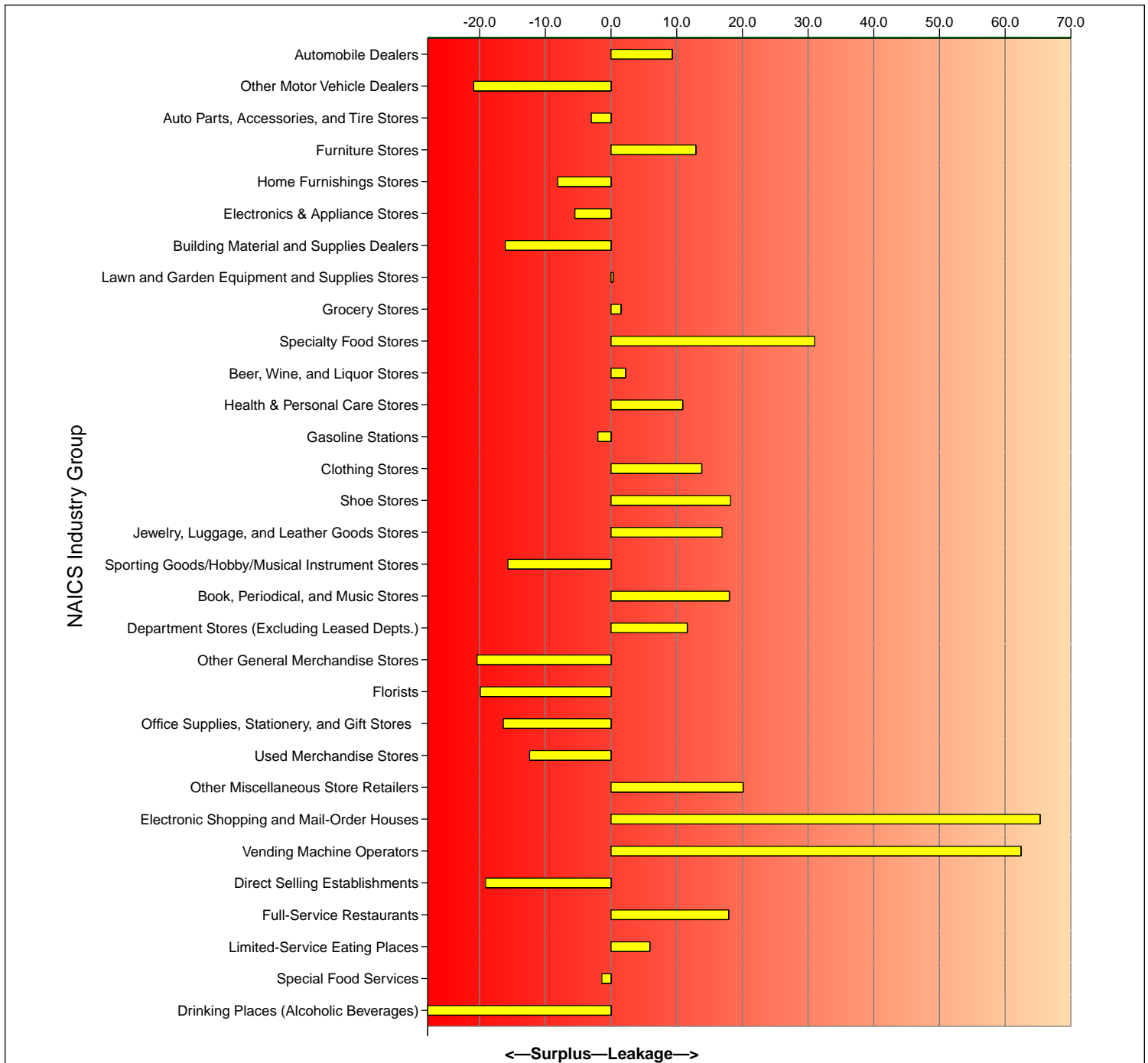


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Leakage/Surplus Factor by Industry Group



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